

ABSTRACT OF THE DISCLOSURE

A seller of the content, such as a program production company or a movie production company, possesses a personal computer. A buyer of the content, such as a terrestrial, BS, CS, or cable television broadcast company, also possesses a personal computer. The personal computers of the seller and the buyer are connected to a content distribution intermediary system via a network. An unregistered user is able to make registration in the services offered by the content distribution intermediary system by using a personal computer of the user. The seller registers data of the content to be sold in a database of the content distribution intermediary system. Then, after conducting negotiations for a purchase-and-sale contract by using the services provided by the content distribution intermediary system, the seller and the buyer are able to settle the contract.

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